

Message Text

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12

ACTION EA-07

INFO OCT-01 ISO-00 EB-11 DRC-01 RSC-01 /021 W

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R 052312Z JUN 74

FM AMEMBASSY TAIPEI

TO USDOC WASHDC

SECSTATE WASHDC 1972

UNCLAS TAIPEI 3515

E.O. 11652: N/A

TAGS: BEXP, BTRA, TW

SUBJECT: FOREIGN BUYER PROGRAM - US TRADE SHOWS

REF: STATE 114770, 109972, 106369, A-2763

1. COMMERCIAL OFFICER VISITED CHINA EXTERNAL TRADE DEVELOPMENT COUNCIL (CETDC) ON 6/5 TO SOLICIT ASSISTANCE IN PROMOTING ATTENDANCE BY TAIWAN BUSINESSMEN AT SELECTED US TRADE SHOWS. CETDC AGREES WITH EMBASSY'S PRELIMINARY ASSESSMENT THAT MACHINE TOOL SHOW, BOBBIN SHOW, PACKAGING EXPOSITION AND TEXTILE EXPOSITION OFFER GREATEST PROMISE OF DRAWING ATTENDANCE FROM TAIWAN. OTHER POSSIBILITIES MIGHT BE WESCON 74, GRAPHIC ARTS EXPOSITION AND PLANT ENGINEERING MAINTENANCE SHOWS. HOWEVER, WE WOULD PREFER TO WAIT RESPONSE FROM BUSINESS COMMUNITY BEFORE DESIGNATING ANY SHOWS OTHER THAN THE FIRST FOUR MENTIONED AS WARRANTING ACTIVE PROMOTION EFFORTS.

2. CETDC HAS AGREED TO PUBLICIZE ALL SHOWS LISTED IN REFAIR IN THEIR CIRCULAR TRADE MAGAZINES. EMBASSY WILL FEATURE PROGRAM AND SHOWS IN JULY/AUGUST AND SUBSEQUENT ISSUES OF COMMERCIAL NEWSLETTER AND WILL WORK WITH TRADE ASSOCIATIONS TO NOTIFY MEMBERS OF DOC SERVICES OFFERED.

3. PLEASE AIRMAIL ASAP 25 BROCHURES EACH FOR THE FOUR SHOWS MENTIONED ABOVE WARRANTING ACTIVE PROMOTION.

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ALSO PLEASE SEND FIVE BROCHURES OF THE OTHER NINE SHOWS

FOR APPROPRIATE PROMOTION EFFORTS AS MAY BE INDICATED
BY RESPONSES TO PROMOTION IN CETDC AND EMBASSY TRADE
PUBLICATIONS.
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